



**Editor: Marilen Pirtea**

**Associate Editors: Mirela Mazilu, Jiri Strouhal**



**Selected Topics in Economy & Management Transformation - Volume II**

# **Selected Topics in Economy & Management Transformation**

## **Volume II**

**5<sup>th</sup> WSEAS International Conference on Economy and Management Transformation (EMT '10)**

**Hosted and Sponsored by**



**West University of Timisoara, Romania  
October 24-26, 2010**

**ISSN:**

**ISBN: 978-960-474-241-7**





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Published by WSEAS Press  
[www.wseas.org](http://www.wseas.org)

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All papers of the present volume were peer reviewed by two independent reviewers. Acceptance was granted when both reviewers' recommendations were positive.  
See also: <http://www.worldses.org/review/index.html>

ISSN: 1792-5983  
ISBN: 978-960-474-241-7



World Scientific and Engineering Academy and Society

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**Editor:**

Marilen Pirtea

**Associate Editors:**

Mirela Mazilu

Jiri Strouhal

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**Preface**

This year the 5th WSEAS International Conference on ECONOMY and MANAGEMENT TRANSFORMATION (EMT '10) was held at the West University of Timisoara, Romania, October 24-26, 2010. The conference remains faithful to its original idea of providing a platform to discuss business management, financial management, business process reengineering, risk management and risk analysis, man-machine integration, manufacturing systems, electronic commerce, digital marketing, business law, legal aspects of electronic transactions, labor economics, stock exchange analysis and prediction, political sciences, crisis management, banking sector etc. with participants from all over the world, both from academia and from industry.

Its success is reflected in the papers received, with participants coming from several countries, allowing a real multinational multicultural exchange of experiences and ideas.

The accepted papers of this conference are published in this Book that will be indexed by ISI. Please, check it: [www.worldses.org/indexes](http://www.worldses.org/indexes) as well as in the CD-ROM Proceedings. They will be also available in the E-Library of the WSEAS. The best papers will be also promoted in many Journals for further evaluation.

A Conference such as this can only succeed as a team effort, so the Editors want to thank the International Scientific Committee and the Reviewers for their excellent work in reviewing the papers as well as their invaluable input and advice.

The Editors



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## Plenary Lecture 1

### Opportunities and Threats for Romania as a Tourist Destination in the World Economic Crisis



**Professor Mirela Mazilu**

Faculty of Economics and Business Administration

University of Craiova, Romania

Email: mirelamazilu2004@yahoo.com

**Abstract:** Through the geopolitical position that it holds within the continent, Romania enjoys a great advantage over competing countries. Romania is located at the crossroads of the most important trade routes of the continent: midway between the northern and southern Europe, and on the road linking Western Europe to Asia. This advantage can be developed in terms of transit tourism, but also in terms of relaxation tourism due to the relatively small distances between Romania and the western countries. The imperativeness of the road infrastructure development at the western standard will reduce the time spent on the road, given that road trips have the largest share of transport preferences of foreign tourists arriving in Romania. If one mentions the possibility of the future oil and gas pipe from the Caspian Sea to transit Romania, the country's geopolitical importance in the Central European area is more and more increased. However, Romania has ceased to be an attractive tourist destination because of the competition, limited offers, inadequate infrastructure and services, according to the tourism development strategy published by the Romanian National Tourism Authority (NTA). According to the strategy, the Romanian tourism offer faces more problems. All types of programs offered by Romania encounter fierce competition on Western European markets, while the competing destinations offer a wide range of facilities for all the tourists. Also, the Romanian offer is relatively limited, confined to a few resorts, and within these to only a few hotels. The services are inferior to those of the competing destinations such as Bulgaria, Turkey, Greece and Cyprus, while entertainment does not match the offer of other destinations. To these problems we can add the inadequate road and technical infrastructure, lack of superior hotels in major cities and in tourist resorts of international interest. In terms of quality-price ratio, Romania has ceased to be an attractive tourist market. This article tries to draw a strategy to revive the tourist destination, relying on the opportunities offered by the various natural and human resources, the human potential, the novelty, the traditional etc.

**Brief Biography of the Speaker:** Mirela Elena Mazilu was born in Craiova, Romania on the 25th of August 1958. She received the Bachelor Degree in geography from the Faculty of Geography, the University of Bucharest, Bucharest city, Romania in 1984 and PhD Degree in geography from the Faculty of Geography, University of Bucharest, Bucharest city, Romania in 1995. She attended the West University of Timisoara - Center of Excellency Jean Monnet, School of high European comparative studies between 2004 and 2006 and the International summer school "Media and Intercultural Dialogue", organized under the patronage of the International Management Science Institute - Bruxelles in 2006. She became PROFESSOR in 2009 and now is PhD professor of the University of Craiova, University Centre of Drobeta Turnu Severin, Drobeta Turnu Severin town, Romania. She has many national and international researches naming 11 books which were published as a single author; university manuals; over 130 articles which were published in the volumes of the national and international Congresses, symposiums and seminars and also in prestigious magazines with CNCIS range and over 150 participations to scientific events. Also, she published over 22 articles in international magazines in different fields such as: European integrations, ecology, environment protection, tourism etc. She has 14 articles published in international journals of specialty with ISI range such as: The Impact of Climate Changes on Tourism published by Mazilu Mirela Elena and Marinescu Roxana in the "ISI Scientific Proceedings of the WSEAS International Conference on Cultural Heritage and Tourism CUTH'08", ISBN 978-960-6766-89-3, ISSN 1790-2769, pag.77-83; The Tourism and Climate Changes. Interferences, published in WSEAS Transactions on Business and Economics, Issue 7, Volume 5, July 2008, ISSN: 1109-9526, pag.393-402; The globalization, the Environment and economic security on the perspective of the European Integration, published in the Journal of Environmental Protection and Ecology, Official Journal of the Balkan Environmental Association book 1, vol. 9, No.1, 2008, No.1099/23.10.2006, ISSN:1311-5065, page 159-167 (the journal of Environmental Protection and Ecology is included in the Science Citation Index Expanded (SCIE),Thompson Scientific and in Elsevier Bibliographic Databases (Geobase and EMBiology); Publisher: SciBulCom Ltd., CODEN: JEPE CE ISSN:1311-5065, ISI(12 ARTICLES range by THOMSON, USA),2 in Naun Journal,etc.



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